



STAKEHOLDER ENGAGEMENT & INTERACTIONS

(Extracted from the 2010 Public Safety Interoperable Communications Office Plan)

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5.0 STAKEHOLDER ENGAGEMENT & INTERACTIONS

The PSIC Office's fifth and final role is stakeholder engagement and interaction. PSIC must have effective dialogue with all public safety stakeholders in Arizona to advance interoperability.

5.1 Goals, Objectives and Challenges

The goal of our stakeholder engagement and interaction activities is bi-directional communication with all first responder agencies to:

- Enable PSCC/SIEC/PSIC Office to understand stakeholder needs, desires, limitations and advances in interoperable communications statewide, and
- Identify mechanisms by which important interoperable communication information can be shared with all stakeholders by the PSCC/SIEC/PSIC Office.

Our Objectives are as follows:

- 1) Stakeholder Engagement - Engage stakeholders throughout Arizona in efforts to advance interoperable communications, including bringing stakeholders together for mutual benefit.
- 2) Information Sharing - Share information with stakeholders to support their efforts to make advances in interoperable communications.
- 3) Identify Needs and Resources – As we engage with stakeholders and share information, we will also identify unmet needs. These needs will be presented to PSCC to obtain recommendations regarding addressing these needs.
- 4) Participate in Exercises

Challenges: In a vast State with many remote areas and many critical public safety needs to address, it is difficult for all stakeholders to attend the PSCC and SIEC meetings. Given the limited number of PSCC appointees and the formality of the public meeting structure, some members of the public safety community may not feel that their voices are heard. Traveling to communities and meeting with stakeholders is one of the best ways to understand the challenges facing a community in advancing interoperable communications.

5.2 Key Stakeholder Engagement and Interaction Strategies

The stakeholder engagement strategies below support all of the goals and objectives above:

5.2.1 Group Meetings Statewide

Attend or present at conferences and regional or statewide meetings, exercises and other collaborative events (Appendix C: Key Stakeholder Engagement Meetings). Often times, a rural agency cannot spare the manpower to send a representative to a centrally located meeting. The PSIC Outreach Manager should provide a brief update at local and regional stakeholder meetings whenever possible. Attendance at these meetings allows PSIC staff to hear from the first responder agencies, as well as to communicate updates to them regarding interoperable communications.

5.2.2 One on One Meetings

Meet one on one with all interested parties that may benefit from interoperable communications. Concentrate on educating key individuals with regional influence to

empower them to share with those they work with information regarding the benefit of, and the methods that can be deployed to achieve, interoperable communications.

5.2.3 Increase Awareness of and Involvement in PSCC / SIEC Meetings

- Place meeting agendas and handouts on-line in advance of meetings to encourage attendance.
- Include a public comment section on every agenda.
- Send a notice of each meeting to the PSCC Interested Parties List.
- Include a regional update section on each PSCC agenda and encourage regular updates from the regions
- At least once annually, have a day long strategy meeting at which all members of the community can actively participate to update the goals and objectives of the SCIP.
- Explore possibility of webinar/net meeting solutions for key meetings to encourage broader participation.
- Hold key meetings across the State.

5.2.4 Utilize Telephone Calls & E-Mails

The telephone and e-mail are additional tools that are used to compensate for the limited resources available for outreach. These tools will enable the PSIC Office to:

- begin a dialog and set up multiple meetings in advance of traveling to remote areas of the State,
- respond to inquiries promptly,
- send helpful reference materials, and
- follow-up on information requests received during visits.

5.2.5 Foster Partnerships

Partnerships are the key to success for engaging stakeholders. It is critical that partnerships be created with members of the PSCC, SIEC and Workgroups as well as agency public information officers, communication managers, regional communication centers/systems and emergency managers. These partnerships allow the PSIC Office to leverage the knowledge and expertise of many people, share interoperable communication information with their constituencies, and bring back information to the PSCC, SIEC and the PSIC Office for consideration.

The PSIC Office's stakeholder engagement efforts will be focused on covering as much of the State and meeting with as many agencies as possible to assess the statewide status of interoperable communications. The following year's stakeholder engagement priorities will be set based on the previous year's assessment of each region's needs.

5.2.6 Improve & Utilize Website

The PSCC website at www.azgita.gov/psccl should be a key portal for information regarding all interoperability matters. Improvements needed to accomplish this include:

- Redesign of the website to be more user friendly.
- Provide a rolling twelve month calendar of events.
- Design the website to be a resource for interoperable communications training, exercises and news items.
- Provide an on-line sign up form for those interested in receiving information.

- Encourage all public safety agencies to include a link to our site from their site.
- Create a section on the website to showcase interoperable communication success stories from across the State.

Methods and Tools*

- Utilize Conferences
 - Be a keynote speaker (or provide talking points for others to do so)
 - Offer to create a breakout panel session
 - Incorporate messages into a tradeshow booth display
- Write Newsletter Articles
 - Place feature articles in your organization's newsletter
 - Provide ongoing progress updates in subsequent issues
 - Be a guest columnist in other organization's newsletters
- Post to List-serves
 - Post information about the statewide effort (SCIP) to relevant list-serves
- Post to Websites
 - Post articles on your organization's site
 - Create "blog" entries
- Write Editorials & Press Releases
 - Meet with editorial boards of local and statewide news organizations or trade press
 - Write a guest editorial for an op-ed page
 - Generate a press release when new organizations become formally involved
- Utilize Bulletins
 - Include a short paragraph in a bulletin

** Addition for the Communications Interoperability Outreach Workshop, April 13, 2010.*